

LP

BRAND BOOK



“FOUR FACTORS ARE PARTICULARLY IMPORTANT TO ME AT LAKE PEOPLE: THE CONSISTENT IMPLEMENTATION OF OUR GUIDING PRINCIPLE, THE PRESERVATION OF CORPORATE VALUES AND TRADITIONS, THE HIGH QUALITY OF OUR PRODUCTS, AND THE INNOVATIVE STRENGTH OF OUR COMPANY.”

Christof Mallmann
Managing Director

INTRODUCTION

Under the motto "**Tools, not Toys**", the development of high-quality audio products began in 1986 in Constance on Lake Constance. Initially created for professional users in the studio and broadcast sectors, the products later also gained traction among ambitious music lovers. Even though the audio world has significantly changed, the original guiding principle remains as relevant today as it was at the time of our founding.

In 2020, I initiated a generational change by acquiring the company, with the goal of leading it into the future alongside its founder, Fried Reim, and a young team of developers.

In addition to the guiding principle mentioned at the beginning, three other factors are particularly important to me: the preservation of company values and traditions, the high quality of our products and the innovative strength of our company. With this brand book, you have everything in your hand that makes Lake People what it is.

Our history, our values, our mission and vision. Thank you for your interest and welcome to Lake People audio GmbH.

A handwritten signature in blue ink, appearing to read "Ch. Mellmann".



For professionals and music lovers: Find out more about our brands from page 10 on



Made in Germany: Read all about our values on page 16



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#01

BRAND
WANT

INDS &
RES

MANAGEMENT



As Managing Director of Lake People audio GmbH, Christof Mallmann is responsible for the company's strategic development. He has been closely associated with Lake People for many years: initially through his company cma audio, which managed distribution, until he took over both companies in January 2020 and merged them into Lake People audio in 2025.

With decades of experience in the professional audio technology industry, Mallmann's career began at Sennheiser before transitioning into independent distribution. His expertise has successfully positioned many brands and manufacturers in the market.

CHRISTOF MALLMANN

Managing Director

FRIED REIM

*Founder and Chairman of
the Advisory Board*

In the mid-1980s, Fried Reim founded Lake People to develop innovative products in the field of studio technology. He shaped the company's growth into a globally active manufacturer.

Today, as Head of Development, he leads a team of engineers working on both professional audio and HiFi products. As Chairman of the Advisory Board, he continues to contribute his expertise and pass on company values.

Beyond developing products for in-house production, Fried Reim has also been responsible for contract development for renowned companies and the design of custom-made products.



BRAND STRUCTURE



PRODUCT RANGE

- Preamplifiers
- Microphone preamps
- Monitor controllers
- Analog tools
- Digital tools
- Converter solutions (AD/DA converters)
- Headphone amplifiers
- Cables for home and studio
- Accessories



LAKE PEOPLE

the brand for professional users

TOOLS
NOT TOYS



Since its founding, the Lake People brand has stood for high-quality solutions used in broadcasting, recording, mastering, and installed sound applications.

Lake People develops products tailored to the specific needs of each application area. The brand is characterized by a clear product positioning and intuitive user interface structure. Durability and ease of serviceability also distinguish all Lake People products.

All Lake People products comply with international broadcast and production standards. Their professional enclosures prevent external interference, and their seamless integration into studio environments makes them highly valued and versatile worldwide.



SOUND IN
PERFECTION

VIOLECTRIC

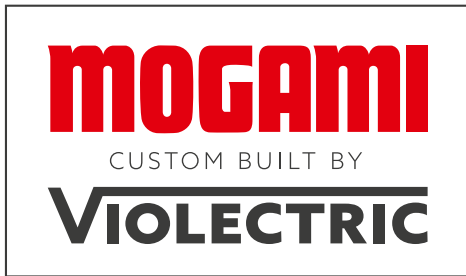
for audiophiles

Violectric translates the decades of experience and high standards of professional Lake People products into the HiFi world.

Music lovers appreciate the seamless integration of Violectric products into their setups – featuring a user-friendly input section, gain control, and high-quality digital interfaces with broadcast-level converter technology.

The entire Violectric portfolio is as intuitive to use as its professional counterparts. Moreover, high-quality, hand-selected components ensure an exceptional listening experience. Additionally, Violectric products come in an elegant housing, making them a perfect fit for high-end HiFi setups.

For ultimate optical and technical refinement, the Niimbus series represents the pinnacle of premium audio quality.



Mogami cables are crafted with passion in Japan and assembled with the highest precision in Germany.

Mogami has been synonymous with exceptional sound and manufacturing quality for decades, trusted by professionals worldwide. "Mogami by Lake People" represents exclusive cable series developed for professional users and discerning audiophiles. This series covers a wide range of cables and audio accessories, including HiFi audio cables, microphone cables, speaker cables, instrument cables, as well as specialized digital and analog audio solutions.

These cables utilize the finest Mogami materials, such as oxygen-free copper and high-density shielding, ensuring excellent noise suppression and durability. Combining Japanese craftsmanship with precise German assembly, "Mogami by Lake People" offers outstanding performance for the most demanding applications.

Thanks to their special construction and robust design, these custom-made cables effectively reduce external interference and are renowned for delivering clear and uncolored sound. Their low capacitance and high-quality processing result in unparalleled audio quality, making them highly valued by professionals and sound enthusiasts worldwide.



MOGAMI MOGAMI



PHILOSOPHY

High-quality audio products, made in Germany

Lake People audio is committed to these two principles. Additionally, the company has developed its own product philosophy, which is shaped by passion and drive and serves as a benchmark.

WHAT WE STAND FOR

VALUES

DESIGN PRINCIPLES

Our products represent a puristic electronic design with a thoughtfully developed circuit concept. The fundamental laws of physics are the cornerstone of our engineering.

SOUND

Lake People products preserve the pure, unaltered sound. They do not shape the sound but amplify the signal using carefully developed circuits and high-quality components without altering it.

This allows professional users and music enthusiasts to hear the audio material exactly as intended by the artist or as output from the source.

Although the so-called "artistic intent" remains unchanged, there are sonic differences between products designed for professional use and those made purely for music enjoyment, which result from their respective designs.

QUALITY & DURABILITY

Lake People products are made from high-quality, long-lasting components, designed and produced to last for many decades. We take pride in ensuring that every product, through sustainable manufacturing, represents an investment in quality.

USER INTERFACE LOGIC

A clear and structured user interface ensures simple and intuitive operation. This is particularly crucial for professional applications in demanding work environments. Music lovers also appreciate the logical and accessible design.



OUR STRENGTHS



OWNER-MANAGED

Strong through independence and focus: As an owner-managed company, our customers and products are at the center of everything we do.



MADE IN GERMANY

From Constance on Lake Constance and Gauting in the Five Lakes Region: Every product is developed and manufactured by our skilled employees in Germany, with precision and a passion for audio technology.



LONGEVITY

Creating products that bring joy for a lifetime: Under this guiding principle, we design and manufacture each device with ease of repairability in mind.



OWN MANUFACTORY

All products are manufactured in our own facility in Gauting, near Munich, by highly trained and experienced employees. This ensures the highest quality and on-time deliveries throughout the entire production process.



RELIABILITY

The best demonstration of our quality is the reliability of our products. Many renowned professional users and music lovers worldwide rely on their Lake People components working flawlessly at all times.



CIRCUIT DESIGN

More than the sum of its parts: Our quality is based on proprietary circuit designs that have proven themselves for decades and are perfectly coordinated. Continuous development is an integral part of the design process.

THE MANUFACTORY

Precision by hand

Lake People manufactures its products in its own factory in Germany, where every component is assembled with the highest precision and craftsmanship.

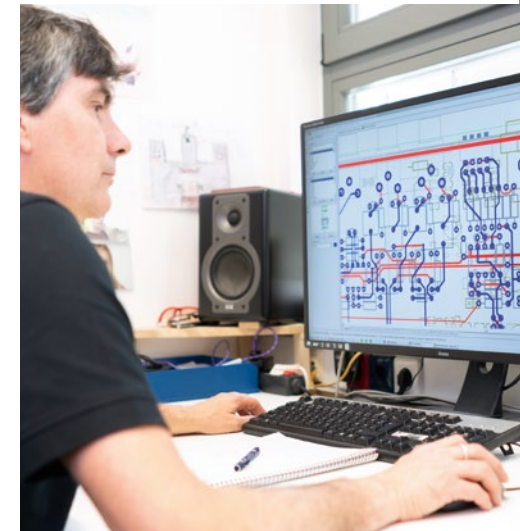
We rely on meticulous hand assembly to ensure the exceptional quality of our audio equipment. Every product undergoes rigorous testing before leaving our factory to meet the highest standards.

Quality without compromise

“Made in Germany” is more than just a label for Lake People – it stands for reliability and craftsmanship. By producing regionally, we not only secure jobs but also maintain the highest production standards that inspire audiophile customers worldwide.

Quality over quantity

At Lake People, quality always comes first. Our products are designed to retain their value for years and withstand the most demanding applications.



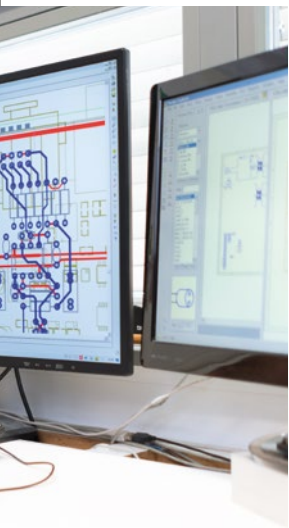


THE DEVELOPMENT

Innovation & expertise

Lake People continuously focuses on innovation to meet the needs of professionals and audiophiles alike. Through extensive research and development, we constantly introduce new solutions that enhance performance and usability.

Our experienced team of engineers and specialists brings over three decades of expertise into every product, ensuring exceptional durability and audio performance.



Sustainability & long-term optimization

Beyond improving sound quality and user experience, Lake People places great importance on sustainability. Our devices feature robust materials and timeless design, allowing users to enjoy their equipment for many years to come.

FRIED REIM

HEADPHONE AMPLIFIER COOKBOOK

Why bother w



Violectric V550

The HPA V 550 offers two unbalanced headphone sockets as well as a 4-pin XLR socket for balanced headphones.

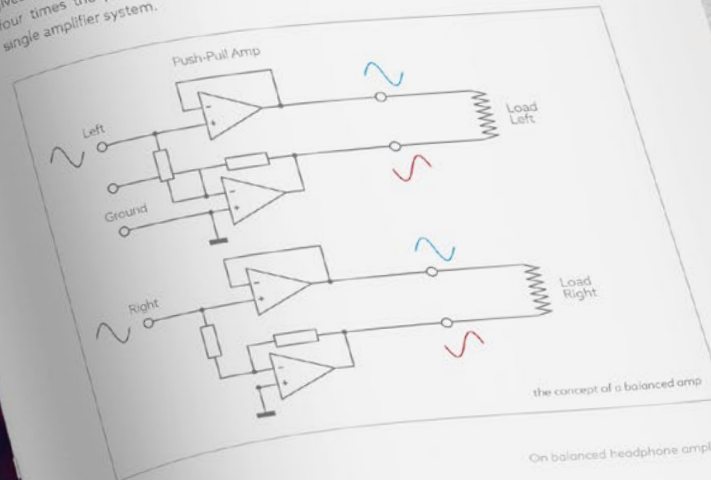
The concept of a balanced amp

Balanced amplifiers aren't new. They're used in car radios where a limited voltage (12V) is used to multiply the power by 4. This kind of circuit is also called a BTL, which stands for Bridge Terminated Load.

The input signals are sent to the load via two amplifiers. The trick is to use one amplifier working "normally" while the second is inverted, meaning that the phase is shifted by 180°. When one amplifier pushes the voice coil, the other is pulling it. At the same voltage, this gives twice the voltage excursion and four times the power compared to a single amplifier system.

Another advantage is that the ground is completely neutral as it is "untouched" by the amplification process.

One disadvantage of the system described above immediately becomes obvious, however: We need double the number of components.



engineered by Fried Reim

MORE THAN THREE DECADES EXPERIENCE IN ONE PRODUCT

We stand for technical-physical solutions and their high-quality implementation – as Fried Reim put it in a nutshell. And the chief developer and founder of Lake People has remained true to this philosophy to this day.

Reim, who grew up with three brothers, discovered his passion for electronic circuits at an early age. But the fact that headphone amplifiers of all things would become his life's work was more of a coincidence: on behalf of a major music distributor, he developed one of the first professional headphone amplifiers on the recording studio market.

But Fried Reim is not only at home with headphones: The Lake People portfolio also includes products such as microphone preamplifiers and other (studio) electronics products.

Today, Fried Reim is passing on his knowledge to a new, young generation of developers. They all carry on his ideas. But Reim is also still active as a developer, as can be seen by the specially created lettering "engineered by Fried Reim", which can be found on more and more products.

THE HEADPHONE AMPLIFIER COOKBOOK

Concentrated knowledge from over 35 years of experience. With the 'Headphone Amplifier Cookbook', Lake People founder and mastermind Fried Reim delivers his work on the development and the construction of headphone amplifiers. Suitable for both engineers and ambitious electronics enthusiasts it offers a unique insight into the essence of good sound for headphones.

An excerpt from the chapters:

- Why headphone amplifiers?
- The importance of a high internal operating voltage
- Advantages of balanced headphone amplifiers

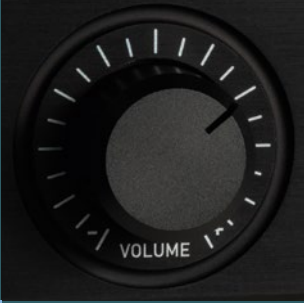
Praised by many media and experts around the world, the 'Headphone Amplifier Cookbook' is one of the few works on this subject and is available for free download on our homepage.

MILESTONES



1998

The first monitoring D/A converter MI-DAC F48 is developed



2002

With the Vol-Con F38, the first monitor controller is introduced



2000

Construction of the company building
Relocation to the company site

1990

With the Phone-Amp V6 HPS, the first customer-specific device is created for SDR (today: SWR)

1991

Presentation of the first German 20-bit D/A and A/D converters DAC F20 and ADC F21, as well as the Masterclock DMC F22

1994

Lake People launches the first Sample Rate Converter SRC F24 onto the market

1995

OEM development for Tascam, converter card for the DAT recorder DA 30

1992

Development of the ATRI-ST F10 stereo simulator, which was installed in practically every outside broadcast van



2004

Development of the ANA-TOOL series with the models F811, F812, F822, F833, and F844, as well as the Phone-Amp F899

1988

First high-power headphone amplifier, that meets the extreme power requirements of high-impedance headphones taken into account



1990

Development of the Phone-Amp G1, the smallest mains-powered headphone amplifier in the world - advertised with „small, strong, black“



1987

First appearance at the Musikmesse in Hall 9.1

1986

Founding of Lake People on march first



1986

First own products Limiter V2 and Unigate V3 in a 3U rack system
first headphone amplifier Phone-Amp V6





2009

Launch of the Vioelectric brand to also serve the HiFi and high-end audio market

2011

Presentation of the first balanced phono preamplifier PPA V600 at the HIGH END trade show in Munich



2020

Takeover of the company by cma.audio

2022

Premiere of the high-end phono preamplifier PPA V790

New additions to Vioelectric: HPA V202 and HPA V222



2005

Presentation of the Mic-Amp F355 and the Mic-Amp F366

2009

First trade show appearance at HIGH END in Munich

Introduction of three headphone amplifiers: HPA V90, HPA V100, and HPA V200

2014

At the HIGH END trade show, the HPA V220 and HPA V281 are presented with a variety of built-in modules

2016

Presentation of the Lake People Reference Series with the headphone amplifiers HPA RS 02 and HPA RS 08 as well as ADV RS 04 and DAC RS 06

2018

Introduction of the Niimbus series, a range of absolute high-end HiFi products



2010

First balanced headphone amplifier HPA V181

High-end D/A converter DAC V800 and USB enhancements for headphone amplifiers are introduced to the market



2017

The Lake People Reference Series gets a new addition with the DAT RS 05



2021

Brand redesign of Lake People and Vioelectric
Introduction of Niimbus US 5 and US 5 PRO

2023

Premiere of the monitor controller MC-100

2008

The G99 becomes the Phone-Amp G100, the first product with HiFi genes
For the German microphone specialist Schoeps, the microphone preamplifier VSR5 is developed



2014

The HPA V281 is developing a highlight and will be the developments of the next years to come

2019

New Vioelectric portfolio consisting of HPA V340, HPAz, HPA V559, and DHA V590

2025

cma.audio becomes Lake People audio GmbH



#02



ND
GUAGE



BRAND LANGUAGE

Language is one of the most important raw materials of our company, as the most intensive exchange with our customers, business partners, and among ourselves takes place through language - whether it is spoken or written. If we focus solely on the texts, we find around 70 types of text within our company: product texts, service letters, advertisements, newsletters, press releases, and so on and so forth ... Lake People audio and its brands come to life through their texts.

"When you talk about Lake People audio with a customer or business partner, you are the face of the company to them. Your behavior will significantly influence their judgment of the company. Always be aware of this. Remain fair and friendly at all times – whether you are sitting across from a person or writing a text."

The rules mentioned on the following pages apply to the entire Lake People audio company as well as all its brands.



BASIC RULES FOR COMMUNICATION

1. WE KEEP IT SIMPLE

In our communication, we use simple and understandable language. Every sentence contains a single, clearly comprehensible thought. We avoid abbreviations that are not widely known. We explain complex matters. This ensures that our communication is understood by all recipients, regardless of how long they have been involved with audio technology.

2. THINK OF THE RECIPIENT

Our products are aimed at different user groups who use them for their (ambitious) hobby or professionally. They have different needs and areas of application. By tailoring our communication to the needs of each specific user, we ensure that we are perceived as particularly likable and competent ("this manufacturer understands my professional challenge / my hobby and offers me the perfect solution").

3. HIGH PRODUCT QUALITY REFLECTED IN LANGUAGE

We manufacture high-quality products that bring people joy and/or are essential to the results of their work. Therefore, our language is also characterized by exceptional quality – from spelling to word choice. We primarily use positive formulations without subjunctives.

4. FRIENDLINESS

The appreciation that our products receive from our customers is also reflected in our positive communication. We always address our customers and business partners in a friendly and courteous tone. Part of our friendliness is readability, so we limit ourselves to relevant information. The reader appreciates clarity, brevity, and unambiguity.

5. WRITE ACTIVELY

People love receiving undivided attention and being addressed directly. It makes them feel noticed, taken seriously, understood, and valued. We write actively so that our counterpart can immediately relate to our message. Beyond that, we speak to them as if we were advising a good friend. We avoid complex and hard-to-understand nominal-style constructions (verbs are more lively than nouns), as they disrupt the flow of reading.

6. WE USE FORMAL ADDRESS

Even though Lake People audio is a customer-oriented company, professional distance and respect are expressed by using the formal "Sie" (you) when addressing others. Naturally, a "Sie" can turn into a "Du" (informal you) within the context of a good personal relationship. In all texts directed at various recipients, we use the formal address.

7. RESPECT

In our communication, we also follow some important basic rules of respect:

- We never speak negatively about our market competitors.
- We never speak disparagingly about people.
- We do not compare our products with those of our competitors.
- We leave this judgment to journalists, influencers and of course our business partners and customers.
- We do not compare our products with people, animals or objects (e.g. car brands).

10 GOLDEN RULES FOR GOOD COMMUNICATION

1. Always think about the target group
2. Explain the most important things first.
3. Put the benefits of a product in the foreground, not its data sheet.
4. Express yourself simply and understandably: One thought, one sentence.
5. Get to the point and avoid long sentences.
6. Avoid foreign words
7. Be positive, but stick to the facts
8. Write with a personal style.
9. Write actively and avoid the subjunctive.
10. Use direct speech.

LOVEWORDS

Lovewords are carefully selected words and terms that express the essence of the brand. They are the linguistic of the brand and should be used again and again to make the brand lively and emotionally appealing. They are the promise to our customers in the form of powerful, catchy words.

**RESEARCH AND DEVELOPMENT
AT LAKE BODENSEE**

MADE IN GERMANY

MANUFACTURE IN THE FIVE LAKES REGION

ENGINEERED BY FRIED REIM

CRAFTSMANSHIP

TIMELESS DESIGN

DEMANDING USERS

INNOVATIVE FUNCTIONS

EXPERTISE

SUSTAINABLE PRODUCTION

QUALITY

LONG SERVICE LIFE

OWN CIRCUIT DESIGN

HAND-SELECTED COMPONENTS

BRANDED HASHTAGS

Branded hashtags are specifically defined for the brand and serve to clearly and consistently communicate the identity of Lake People on social media.

They enhance recognition, help build a community, and strengthen the brand message. They unite customers and fans under common keywords, promote user-generated content, and emotionally capture the brand's core values.

#LAKEPEOPLE

#VIOLECTRIC

#NIIMBUS

#PROAUDIO

#MADEINGERMANY

#HIGHENDAUDIO

#AUDIOPHILEQUALITY

#STUDIOGEAR

#PRECISIONAUDIO

#SOUNDINPERFECTION

#HEADPHONEAMPLIFIERS

#AUDIOEQUIPMENT

#TOOLSNOTTOYS

#ANALOGTOOLS

#AUDIOEXCELLENCE

#TIMELESSDESIGN

EXAMPLE PHRASES



- Since its inception in the mid-1980s, Lake People has been one of the most renowned German manufacturers of recording studio equipment.
- Lake People develops and manufactures high-quality audio products with meticulous craftsmanship.
- The extensive experience of genuine experts guarantees exceptional quality that automated processes cannot achieve.
- Decades of manufacturing tradition ensure that the highest standards are continuously met and long-term reliability is guaranteed.
- Both the development and the assembly of the selected components take place in the manufactory.
- A large portion of the suppliers also produce in Germany – many even in the immediate vicinity of the Lake People locations.
- When you purchase a product from Lake People or Vioelectric, you can be confident that carefully selected components are assembled by highly qualified professionals according to the strictest quality standards.

STANDARDS

CLAIM – LAKE PEOPLE

Sound in perfection – pro-audio made in germany

CLAIM – VIOLECTRIC

Sound in perfection – HiFi made in germany

SUBCLAIM

Engineered by Fried Reim

BOILERPLATE

Lake People audio – excellent audio technology since 1986

Lake People has been setting standards in the audio industry for decades – through the combination of innovative technologies and the highest engineering skills.

Founder and chief developer Fried Reim and his team design a versatile portfolio of first-class products ranging from headphone amplifiers, converters and phono amplifiers to microphone preamps and specialized audio tools.

The product line comprises three brands: Lake People for professional studio technology, Violectric for audiophile home users and Niimbus for uncompromising high-end sound. Excellent quality and precision, as well as a clear commitment to Germany characterize the company philosophy.

The development department is based in Constance on Lake Constance, production takes place in the Five Lakes Region in Gauting near Munich. Lake People audio thus guarantees the highest quality in sound and workmanship with the "Made in Germany" seal.

www.lake-people.de



#03

DESIGN
MAN

GN
UAL

<p>LP Gray 80 CMYK 0 0 0 80 RGB 85 85 85 HEX #555555</p>	<p>LP Petrol CMYK 80 45 45 0 RGB 60 120 130 HEX #3C7882 RAL-DESIGNPLUS 1157</p>	<p>NII Blue CMYK 90 60 0 0 RGB 25 100 170 HEX #1964AA</p>	<p>LP Petrol-Dark CMYK 80 45 45 30 RGB 50 95 105 HEX #325F69</p>
<p>LP Gray-Blue CMYK 25 15 0 65 RGB 95 100 115 HEX #5F6473</p>	<p>VIO Cranberry Red CMYK 0 100 70 0 RGB 230 0 60 HEX #E6003C</p>	<p>Mogami Red CMYK 0 100 100 0 RGB 230 0 15 HEX #E6000F</p>	<p>VIO Cranberry-Dark CMYK 5 100 70 30 RGB 170 10 50 HEX #AA0A32</p>
<p>LP Black-Blue CMYK 10 0 0 90 RGB 40 40 50 HEX #282832</p>	<p>LP Sand CMYK 10 30 70 10 RGB 215 170 90 HEX #D7AA5A RAL-CLASSIC 1002</p>	<p>LP Gray 50 CMYK 0 0 0 50 RGB 155 155 155 HEX #9B9B9B</p>	<p>LP Olive CMYK 60 35 65 35 RGB 90 110 80 HEX #5A6E50 RAL-DESIGNPLUS 774</p>

Primary Colors

Brand Colors

Secondary Colors

THE COLORS

The colors of the brand identity communicate the sender and ensure recognition. To emphasize the brands as a family, all brands share an identical color palette – but with different emphasis.

Lake People audio

The master brand Lake People audio is characterized by shades of gray and concrete textures. Accent colors are used very selectively and sparingly. This allows it to remain subtle in the background while letting the product brands shine.

Lake People

The color world of the product brand Lake People is dominated by petrol tones and geometric structures. These emphasize the brand's technical character for professional users and connect the visual identity with the dark atmosphere of a recording studio.

Violectric

The product brand Violectric stands out with an electrifying cranberry tone. This color sets the brand apart from the competition and highlights the uniqueness of its products.

Secondary colors

A harmoniously coordinated selection of secondary design colors helps prevent monotony in the brand's appearance. These colors may also be used for tables and charts in screened values of 75%, 50%, and 25%.

AZO SANS THIN

for very large headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzß
1 2 3 4 5 6 7 8 9 0 ? ! " ' , ; . : - = @ € Ω %

AZO SANS LIGHT

for headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzß
1 2 3 4 5 6 7 8 9 0 ? ! " ' , ; . : - = @ € Ω %

AZO SANS REGULAR

for body text and small headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzß
1 2 3 4 5 6 7 8 9 0 ? ! " ' , ; . : - = @ € Ω %

AZO SANS MEDIUM

for highlights and small headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzß
1 2 3 4 5 6 7 8 9 0 ? ! " ' , ; . : - = @ € Ω %

AZO SANS BOLD

for highlights

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzß
1 2 3 4 5 6 7 8 9 0 ? ! " ' , ; . : - = @ € Ω %

AZO SANS BLACK

in exceptional cases

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzß
1 2 3 4 5 6 7 8 9 0 ? ! " ' , ; . : - = @ € Ω %

FONTS & TYPOGRAPHY

Typography is an essential part of the overall impression. The bold font “Azo Sans” offers a unique character, excellent readability, and strong recognition value.

Its clean lines evoke associations with technology and design concepts, making it a perfect fit for the values of Lake People audio. Its wide range of font weights ensures good readability across all sizes and allows for high layout variability.

Licensing

Azo Sans is available via Adobe Fonts within the Creative Cloud subscription.

Outside of the subscription, it can be licensed from the designer’s website: r-typography.com

Fallback

If using Azo Sans is technically not possible, the free Google Font “Montserrat” can serve as an alternative. However, this should only be a rare exception and not common practice.

Download: fonts.google.com

Quick installation guide

1. Download the respective font package.
2. Unzip the file.
3. Install the font (Right-click on the file > Install).
4. Open a program like Word or InDesign, select Azo Sans or Montserrat from the font drop-down, and start using it.

H1 *(Headline 1st Level)*

Very large headlines with few words;
ideally one line only

- Azo Sans Thin
- UPPERCASE
- Font size: very large
- Line spacing: 90%
- Kerning: Optical (must be manually adjusted)
- Tracking: +80
- Paragraph spacing: 45–55% of font size

SUB1 *(Subline 1st Level)*

Subtitle under H1 with few words;
ideally one line only

- Azo Sans Light
- UPPERCASE
- Font size: 20–25% of H1
- Line spacing: 90%
- Kerning: Optical (must be manually adjusted)
- Tracking: +150

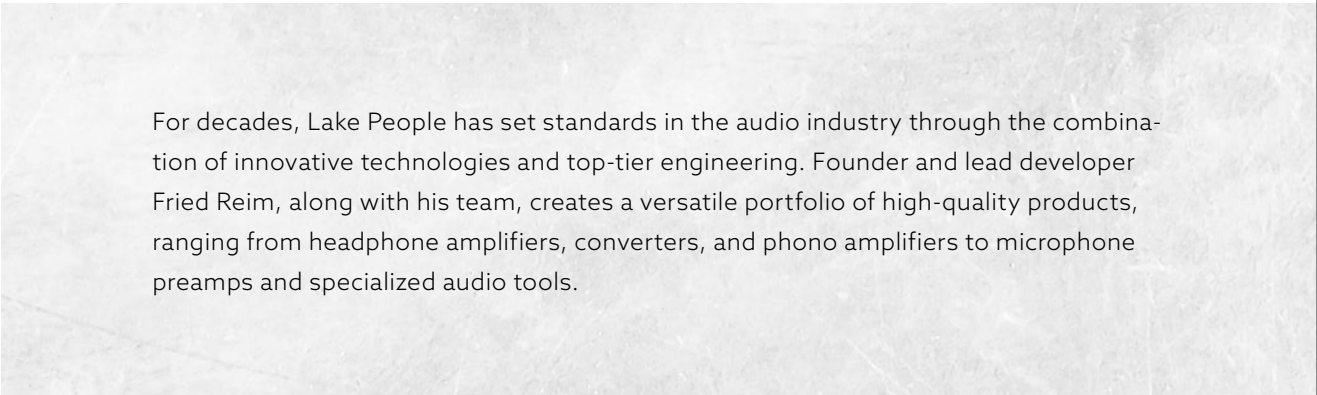
COPY

- Azo Sans Light
- Font size: 9 pt (A4) / 8 pt (A5)
- Line spacing: 165%
- Tracking: +20



HELLO

NICE TO MEET YOU!



For decades, Lake People has set standards in the audio industry through the combination of innovative technologies and top-tier engineering. Founder and lead developer Fried Reim, along with his team, creates a versatile portfolio of high-quality products, ranging from headphone amplifiers, converters, and phono amplifiers to microphone preamps and specialized audio tools.

Violectric HPA V550^{PRO}

FEATURES

- True 4-channel balanced headphone amp
- PRE-GAIN with a range of 36 dB
- Output level adaption with a range of 36 dB
- Output management: headphones out, line out, both, none
- Alps RK27 motorized volume control
- Alps RK27 balance control
- Remote control
- 2x25W toroidal transformers
- 256-step relay attenuator

TECHNICAL DATA

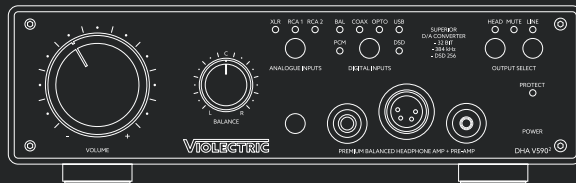
Analog stereo inputs	1x balanced (XLR), 2x unbalanced (RCA)
Max. input voltage	+21 dBu
Input impedance	10 kΩ
Line stereo outputs	1x balanced (XLR), 1x unbalanced (RCA)
Output level adaption	-18/-12/-6/0/+6/+12/+18 dB
Headphone amplifier gain	0 dB unbalanced, +6 dB balanced
PRE-GAIN	-18/-12/-6/0/+6/+12/+18 dB
Frequency range (-0.5 dB)	5 Hz - 250 kHz
Output impedance	< 0.15 Ω unbalanced, < 0.3 Ω balanced
Damping factor (load 50 Ω)	330 unbalanced, 160 balanced
Dynamic range (A-wtd)	> 131 dB
Noise (A-wtd)	< -103 dBu

SET OF PRODUCT DETAILS

The following rules apply to the uniform presentation of product features and details across all media.

- Set the designation ^{PRO} in the product name in capitals (capital letters) and superscript
- Number structure according to the language
 - German: comma as decimal separator (1.234,50)
 - English: point as decimal separator (1,234.50)
- Use the correct unit abbreviations or symbols, in particular
 - Ω, kΩ [not Ohm]
 - bit [always lower case], B [for byte]
 - €
 - dB
 - Hz, kHz
- Use of a space between the measurement number and the unit of measurement (in professional layout tools an eighth of a fourth)
- Sequence for listing the outputs and inputs:
 - Quantity
 - Information on symmetry (balanced / unbalanced)
 - The plug connection in brackets
- PRE-GAIN always in capitals (capital letters)
- Bullet points always start with a capital letter
- List of "Features" does not duplicate the content of the "Technical data" table

Violectric DHA V590²

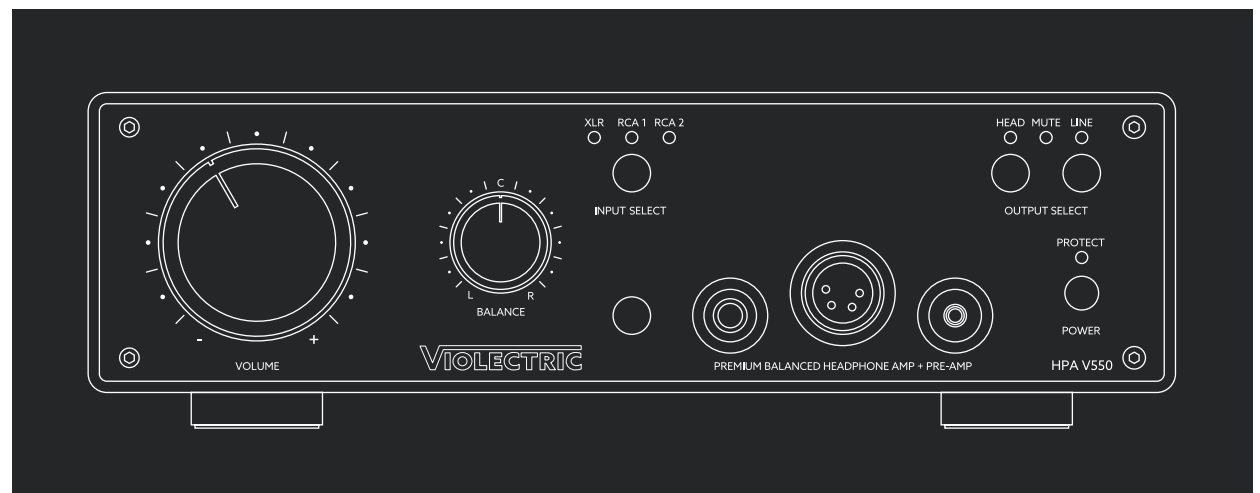


- True 4-channel balanced headphone amp
- 3 analog + 4 digital inputs incl. USB
- 32 bit ES 9026 PRO DAC
- Femto-clock source
- 2 line outputs
- 3 headphone outputs: 4-pin XLR, Pentaconn, 1/4" phone jack
- Remote control

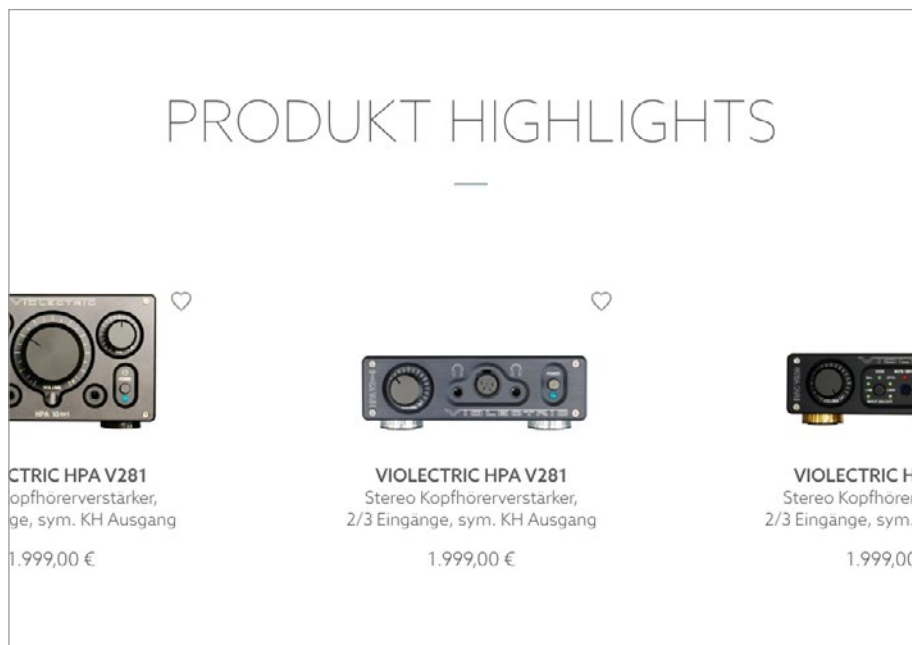
DESIGN ELEMENTS

The design of Lake People audio is characterized by lightness and clean lines, which also influence the design elements.

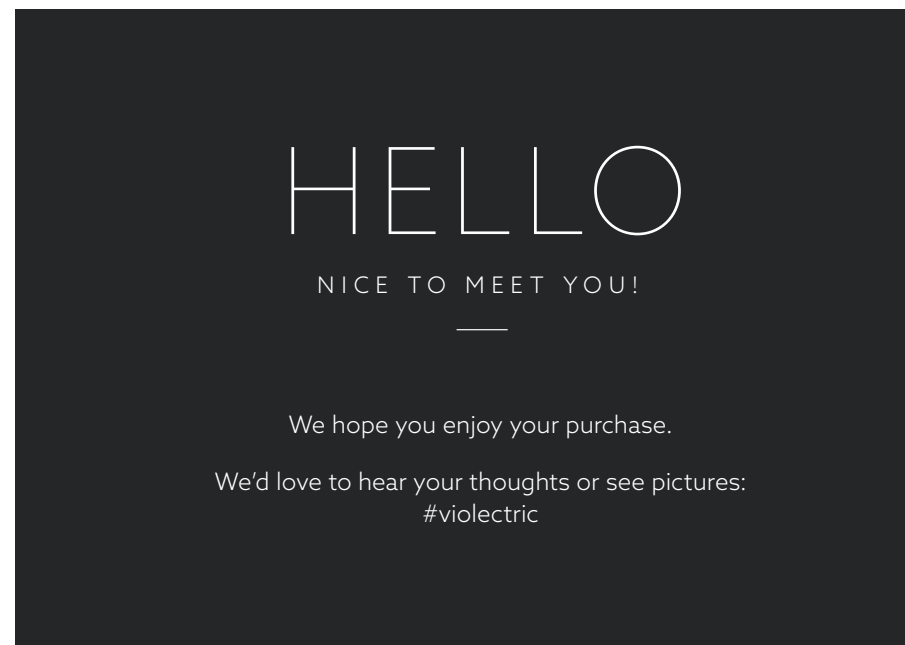
Whenever possible, frames and contours are preferred over filled areas. Heavy filled elements are used intentionally for strong emphasis and must therefore be applied very sparingly.



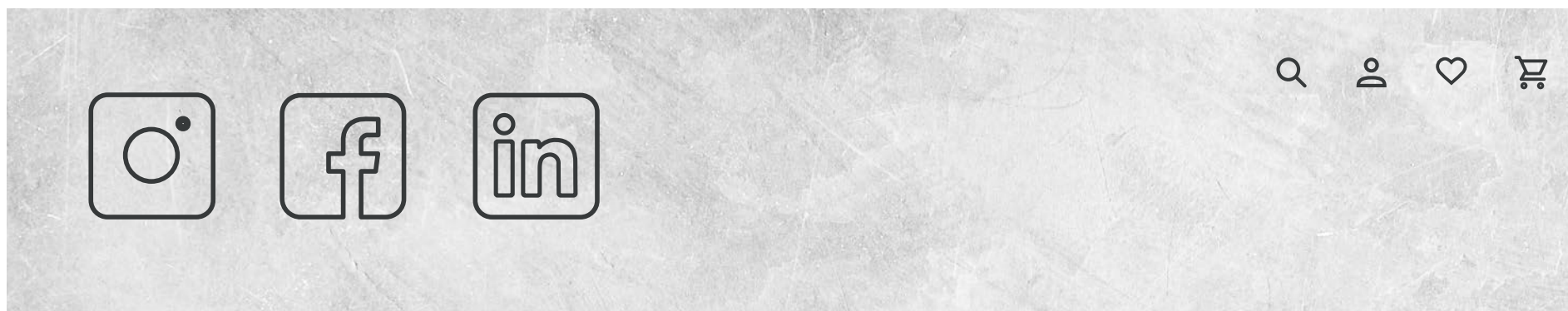
Packaging: The line drawing of the product on the side of the box ensures quick recognition on the shelf.



Website: A small divider line between the headline and the content



Packaging: A small divider line between the headline and content



Website: Examples of icons

#03.1





PEOPLE

**LP LAKE PEOPLE
AUDIO**

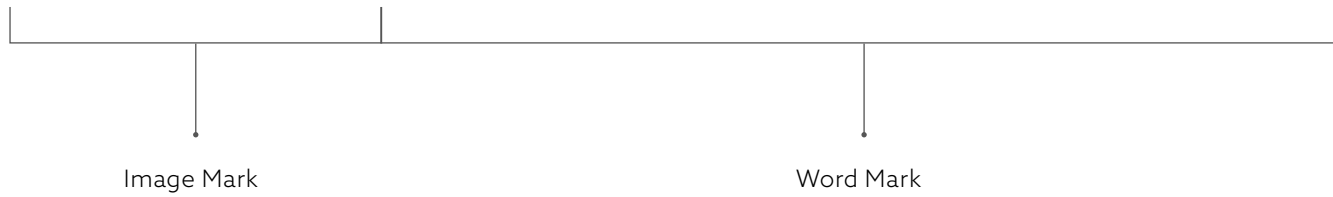


Image Mark

Word Mark

THE LOGO

Construction of the Word-Image Mark

The logo of the master brand Lake People audio consists of an image mark (initials) and a word mark (the text "LAKE PEOPLE AUDIO").

Although the master brand logo was inspired by the logo of the product brand Lake People, the two are clearly distinct and must never be swapped.

Logo usage

The logo represents the sender of the communication. Therefore, it is important that it is always used consistently and placed optimally.

To achieve this, it is essential to use the correct file for each purpose. Only the pre-made logo variants with 100% opacity and without distortion should be used.

File formats for usage

The individual files in the logo folder are sorted by file format:

- eps:** For printing and use in professional layout software
- png:** For viewing or use on the web
- jpg:** For viewing or use on the web and in MS Office
- svg:** For use on the web

File naming conventions

The files of each logo variant are named with descriptive abbreviations:

- LP-A:** Abbreviation for the master brand Lake People audio logo
- Logo:** The full logo with image and word mark
- BM:** Only the image mark of the logo
- 3c:** 3 color - file for printing
Print colors consist of 4 base colors (Cyan, Magenta, Yellow, Black), but only 3 are required for our logo
- 1c:** 1-color (single-color variant)
file for printing
- RGB:** Red, Green, Blue (RGB color model)
file for screen usage



Logo protection area

To ensure the logo can unfold its full impact, it is surrounded by a protection area. No design elements, images, or other logos may be placed within this protection area. The protection area measures half the height of the image mark on all sides.

Logo placement on backgrounds

The logo should preferably be placed on light, calm backgrounds. Placement on colored backgrounds is possible, but adequate contrast must be ensured. On dark backgrounds, the white version of the logo must be used.

Exception: Special placement

On light concrete backgrounds, the logo can also be placed with a low contrast in white. This requires highlighting in print through techniques like embossing or UV coating. In digital formats, a subtle but sufficient drop shadow should be applied.



Gray-blue logo on white



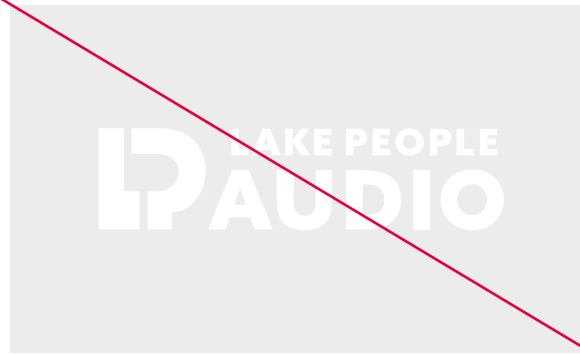
White logo on dark background



White logo on a concrete background with a subtle shadow



Background too restless and with too little contrast



Too little contrast between logo and background



Too conspicuous shadow under the logo



Changes to the word or figurative mark



Distortion of the logo



Recoloring the logo

VISUAL LANGUAGE

Images evoke emotions. When conveying company or brand values, visual language plays a crucial role. The defined style must be maintained here as well.

The visual language is high-quality and technical. The images may feature people or products in various situations.

Image photos

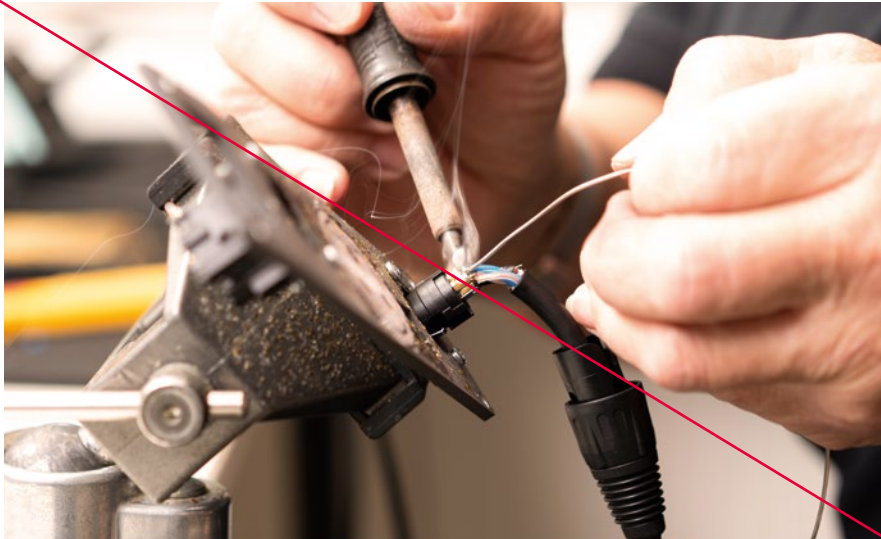
The images should be engaging and can challenge the viewer. Interesting cropping, close-ups, or camera angles capture the attention of the target audience. A friendly, but not too warm color temperature and bright lighting highlight the technical character of the master brand and make details clearly visible.

Background motif

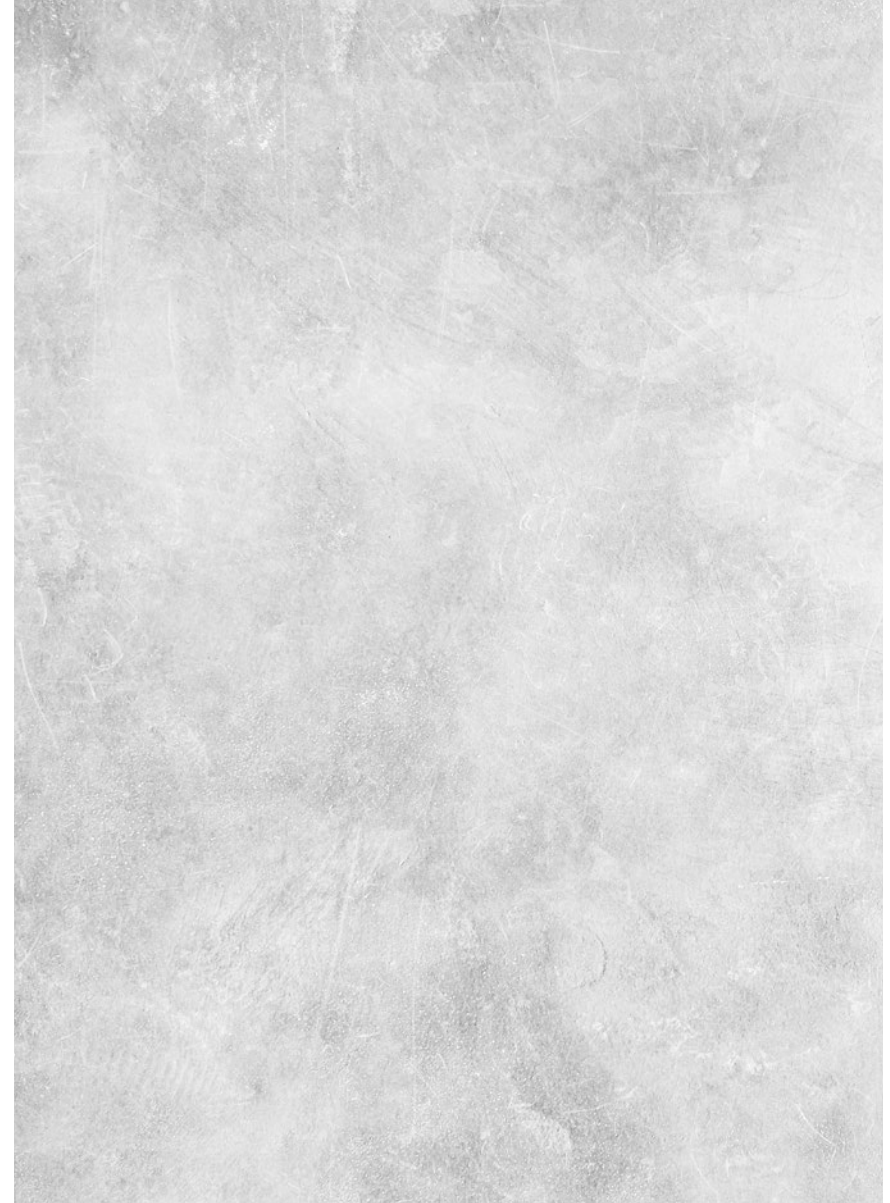
The main motif for backgrounds is a light, neutral concrete surface. It has an interesting, but not too bold texture and conveys minimalist aesthetics. It draws the viewer's eye with its subtle movement, while keeping the text highly readable.



Detail shot, bright exposure, cool color



Too warm color temperature



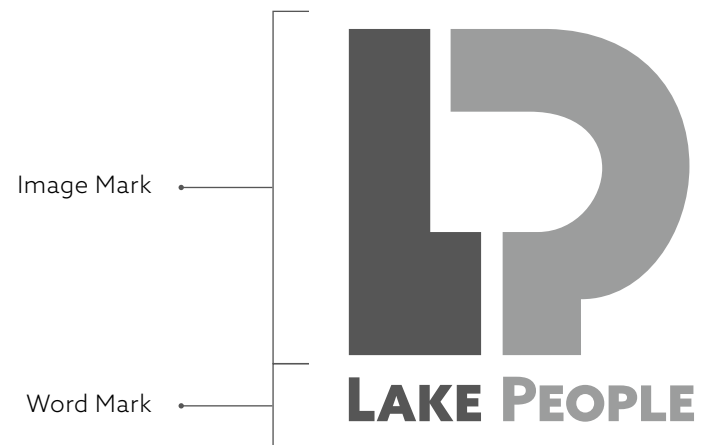
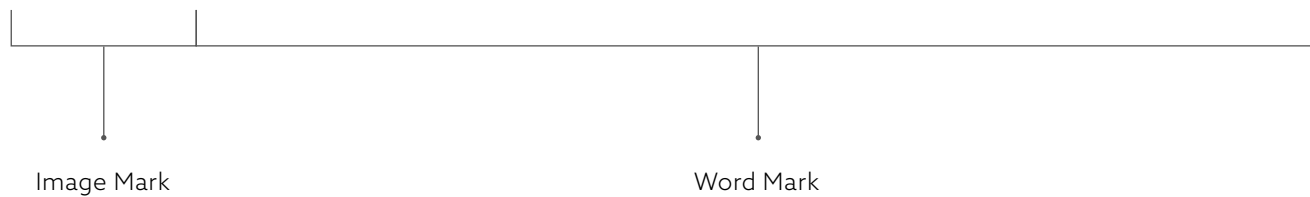
Neutral concrete background with interesting - but not too strong - structure

#03.2

PEAK
PEOPLE

FE
PLE

LP LAKE PEOPLE



THE LOGO

Construction of the Word-Image Mark

The logo of the product brand Lake People consists of an image mark (initials) and a word mark (the text "LAKE PEOPLE").

Although the product brand logo was inspired by the master brand logo, both are clearly distinct from each other and must never be swapped.

There are two layout variants of the Lake People logo to ensure a good size for all formats. These can be freely chosen.

In the wide version, the word mark is the focus, and the image mark is placed on the baseline to the left.

In the narrow version, the image mark is the focus, and the word mark is smaller and left-aligned underneath.

Logo usage

The logo symbolizes the sender of the communication. It is important that it is always optimally placed. For this, it is essential to use the correct file for each purpose. Only the pre-designed logo variants with 100% opacity and no distortion may be used.

File formats for usage

The individual files in the logo folder are sorted by file format:

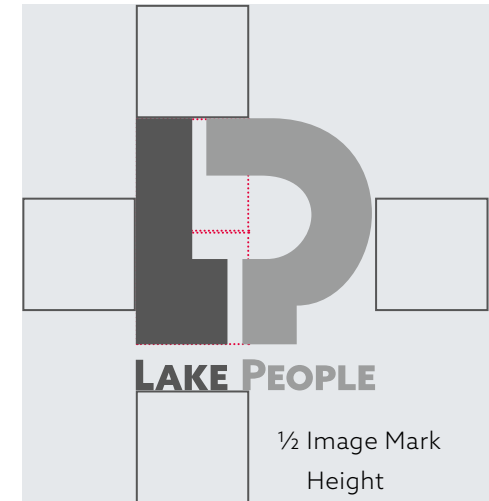
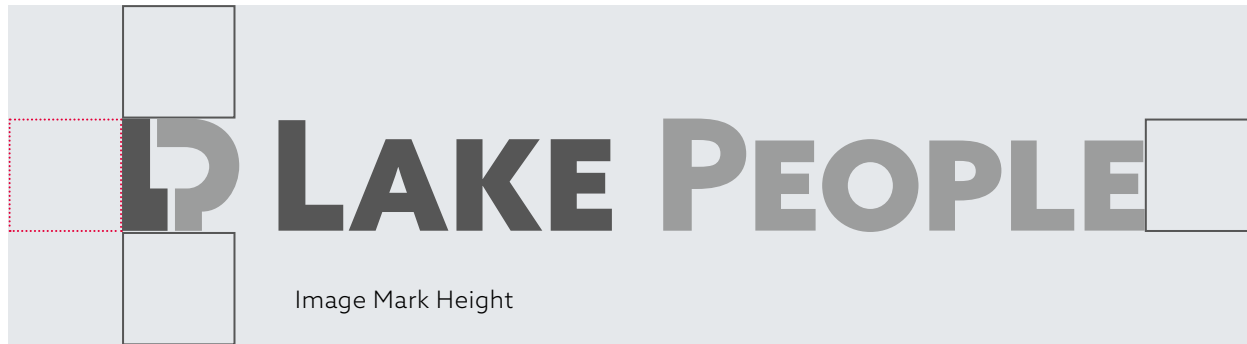
- eps:** For printing and use in professional layout software
- png:** For viewing or use on the web
- jpg:** For viewing or use on the web and in MS Office
- svg:** For use on the web

File naming conventions

The files of each logo variant are named with descriptive abbreviations:

- LP:** Abbreviation for the product brand Lake People
- Logo:** The full logo with both image and word mark
- BM:** Only the image mark of the logo
- 4c:** 4-color (Cyan, Magenta, Yellow, Black) file for printing
- 1c:** 1-color (single-color variant) file for printing
- RGB:** Red, Green, Blue (RGB color model) file for screen usage

Transparency: The two-color version of the logo is simulated through transparency.



Logo protection area

To ensure the logo achieves its full impact, it is surrounded by a protection area. No design elements, images, or other logos may be placed within this protection area. The protection area for the wide version is the full height of the image mark on all sides, and for the narrow version, it is half the height of the image mark.

Logo placement on backgrounds

The logo should preferably be placed on light, calm backgrounds.

It is possible to place the logo on colored backgrounds, but sufficient contrast must be ensured. On dark backgrounds, the white version of the logo must be used.



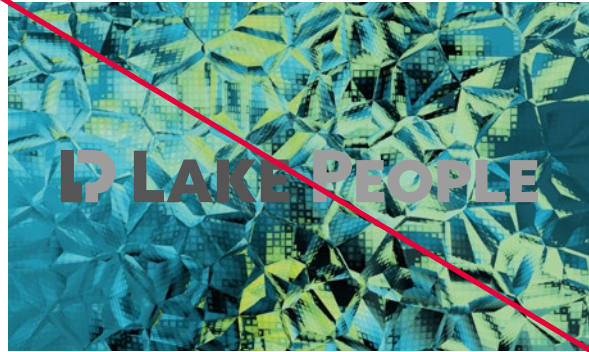
Gray logo (narrow) on a white



White logo (wide) with transparency on a dark background



White logo (narrow) on LP background without transparency



Background too busy and with too little contrast



Too little contrast between logo and background.



Too noticeable shadow under the logo.



Modifying the word or image mark.



Distorting the logo.



Changing the logo's color.

BRAND LANGUAGE

INTRO

Highest demands for sound and reliability

With Lake People, professional audio users experience world-class circuits designed by Fried Reim, combined with maximum reliability.

BRAND STATEMENT - LAKE PEOPLE

Since its founding in 1986, Lake People has been developing solutions for recording studios with the highest demands for sound and reliability. Over the years, the circuits and designs have been continuously refined – and today, the Lake People product range is the result of more than 35 years of development. From the microphone preamp F355 to the balanced and summing amplifiers of the Ana-Tool series, to converters like the F446, and signal splitters and sample-rate converters of the Digi-Tool series: Professional users can find a solution for nearly any conceivable application from Lake People.

CLAIM

SOUND IN PERFECTION

PRO-AUDIO MADE IN GERMANY

IMAGE LANGUAGE

Images evoke emotions. In communicating company or brand values, the choice of imagery plays a crucial role. The defined style must be maintained here as well.

The imagery is high-quality and technical. The visuals may feature people or products in various situations.

Image photos

The images should be engaging and can challenge the viewer. Interesting image crops, close-ups, or camera angles capture the attention of the target audience.

The images are characterized by natural depth of field. Subtle, non-artificial blurring in the foreground and background is possible.

A friendly but not overly warm color temperature and bright lighting emphasize the technical nature of the brand and make details clearly visible.

Product photos

The products are photographed on a white background from various perspectives and isolated. The shooting angles should be consistent across all products.

For print use, the isolated images are enhanced with a subtle shadow effect.

Background motif

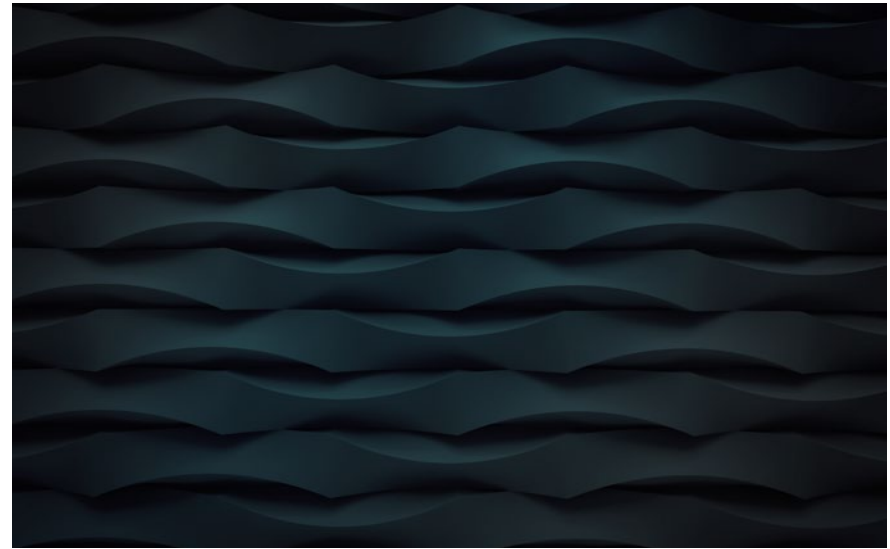
The main motifs for backgrounds are two dark, abstract-geometric patterns. They are in petrol color and feature minimalist aesthetics.

Their three-dimensional effect draws the viewer's eye, while ensuring text remains very legible.





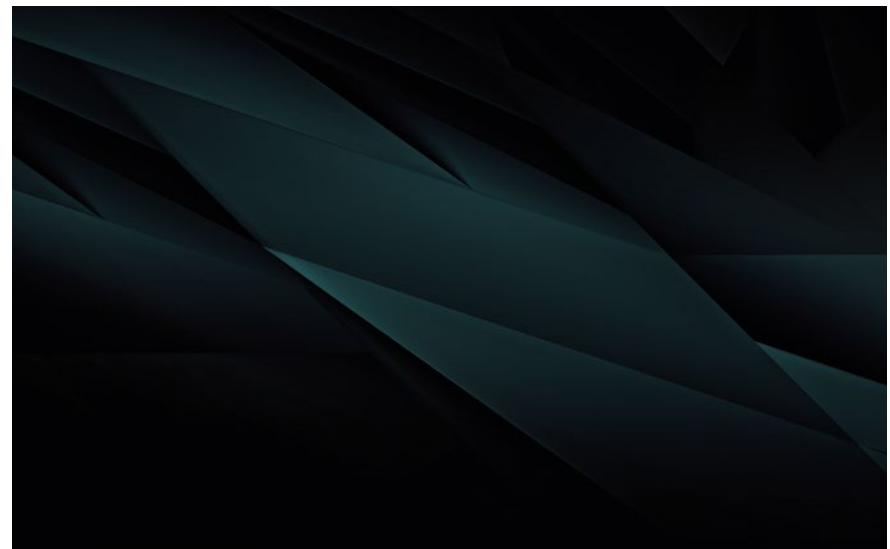
Image capture



Background A | Geometric background with interesting structure



Too warm color temperature



Background B | Geometric background with interesting structure

#03.3

MOL



ELECTRIC

VIOLECTRIC

THE LOGO

Logo construction

The logo of the product brand Vioelectric consists of a wordmark, whose components cannot be separated. It is always used in its entirety.

Logo usage

The logo symbolizes the sender of the communication. It is important that it is always placed optimally. To ensure this, it is essential that the correct file is used for each purpose. Only the pre-designed logo variants with 100% opacity and no distortion may be used.

File formats for usage

The individual files in the logo folder are sorted by file format:

- eps:** For printing and use in professional layout software
- png:** For viewing or use on the web
- jpg:** For viewing or use on the web and in MS Office
- svg:** For use on the web

File naming conventions

The files of each logo variant are named with descriptive abbreviations:

- VIO:** Short for the product brand Vioelectric
- Logo:** Complete logo / wordmark
- 4c:** 4-color (Cyan, Magenta, Yellow, Black) file for printing
- 1c:** 1-color (single-color variant) file for printing
- RGB:** Red, Green, Blue (RGB color model) file for screen usage



Logo protection area

To ensure the logo has its full impact, it must be surrounded by a protection area. Within this protection area, no design elements, images, or other logos may be placed.

The protection area equals the Image Mark Height on all sides.

Logo placement on backgrounds

The logo should preferably be placed on light, calm backgrounds.

It is possible to place it on colored backgrounds, but adequate contrast must be ensured. On dark backgrounds, the white variant of the logo must be used.

VIOLECTRIC

Logo in cranberry on white



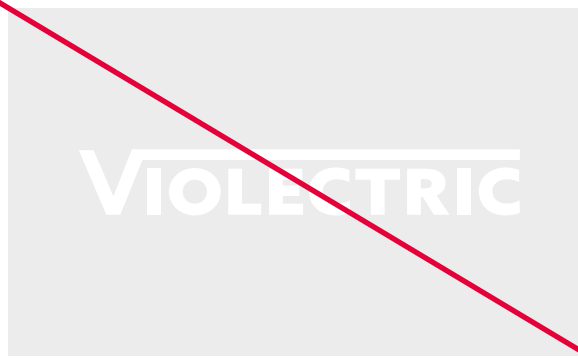
White logo on Vioelectric background



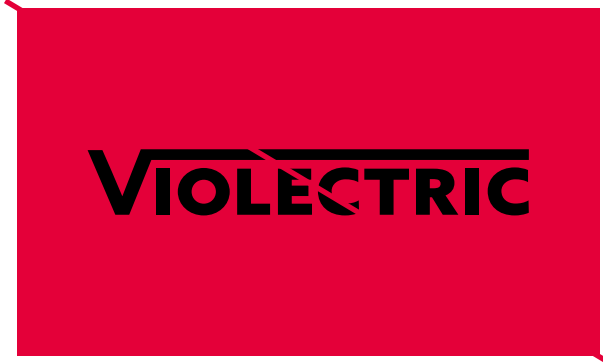
White logo on Vioelectric background



Cranberry logo on a Vioelectric background



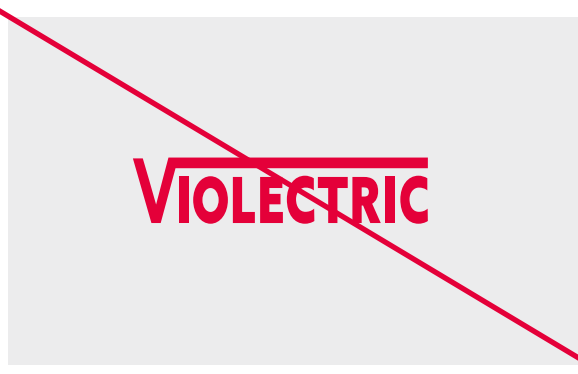
Too little contrast between the logo and background



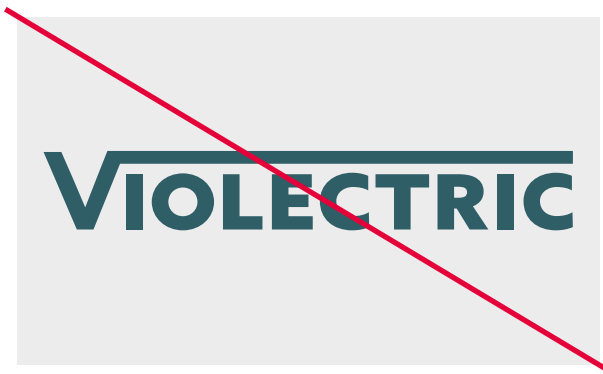
Black logo on Cranberry background



Rotating the logo



Distorting the logo



Changing the color of the logo

BRAND LANGUAGE

INTRO

Highest demands for sound and reliability

With Violectric, HiFi enthusiasts and home users experience world-class circuits from Lake People, combined with an aesthetic device design.

STATEMENT BRAND VIOLECTRIC

Since its founding in 1986, Lake People has been developing solutions for recording studios with the highest demands on sound and reliability. With the brand Violectric, the company addresses the growing HiFi/high-end market and its specific needs. We cater to music lovers who are interested in clear, technically-physical solutions and their high-quality implementations. This approach is reflected in the design of Violectric devices, which are simple yet exude elegance. The product portfolio consists of high-quality headphone amplifiers for both home and on-the-go, precise converters, and unique phono amps.



CLAIM

SOUND IN PERFECTION

HIFI MADE IN GERMANY

IMAGE LANGUAGE

Images evoke emotions. In communicating company or brand values, the choice of imagery plays a crucial role. The defined style must be maintained here as well.

The imagery is high-quality and technical. The visuals may feature people or products in various situations.

Image photos

The images should be engaging and can challenge the viewer. Interesting image crops, close-ups, or camera angles capture the attention of the target audience.

The images are characterized by natural depth of field. Subtle, non-artificial blurring in the foreground and background is possible.

A friendly but not overly warm color temperature and bright lighting emphasize the technical nature of the brand and make details clearly visible.

Product photos

The products are photographed on a white background from various perspectives and isolated. The shooting angles should be consistent across all products.

For print use, the isolated images are enhanced with a subtle shadow effect.

Background motif

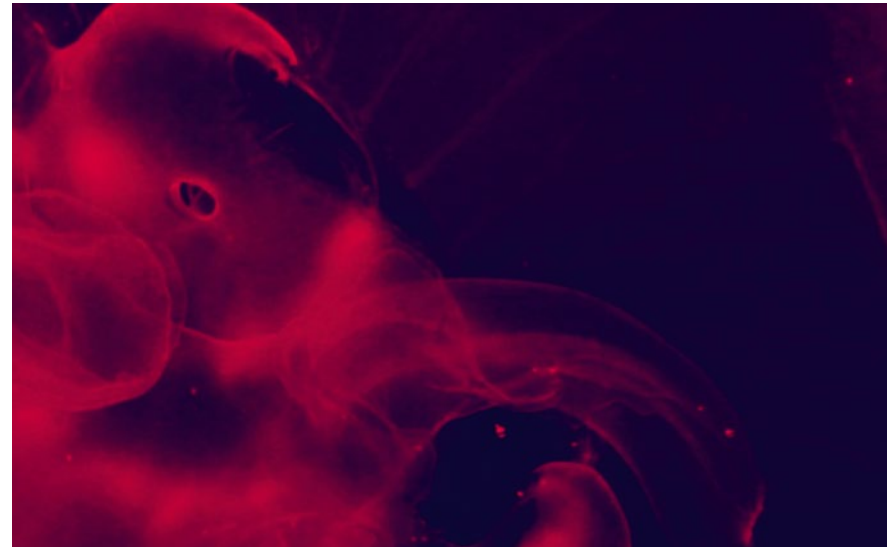
The main background motif is a jellyfish tinted in cranberry. The images are framed in such a way that the animal is not immediately recognizable but forms an abstract pattern.

The attention-grabbing color merges with the aesthetic shape, subtly evoking associations with dance, movement, and sound waves.





Image Shot



Background Jellyfish A | in one of the possible crop areas



Too warm color temperature



Secondary Image Jellyfish B | in one of the possible crop areas

#03.4



BUS

THE BRAND



Niimbus is the high-end brand of Violectric. Niimbus sets standards in the exclusive audio sector and combines excellent technology with exceptional design.

The Niimbus HPA US 5 is an excellent headphone amplifier that, with its outstanding technology and high-quality craftsmanship, effortlessly drives even the most demanding headphones. It can also be used for active speakers and as a preamp. Due to its unmatched technology, the Niimbus US 5 is one of the most powerful headphone amplifiers on the market.

Logo construction and usage

The logo of the Niimbus product brand consists of a wordmark whose components cannot be separated. It must always be used in its entirety.

Only the pre-designed logo variants with 100% opacity and without distortion may be used.

File formats for usage

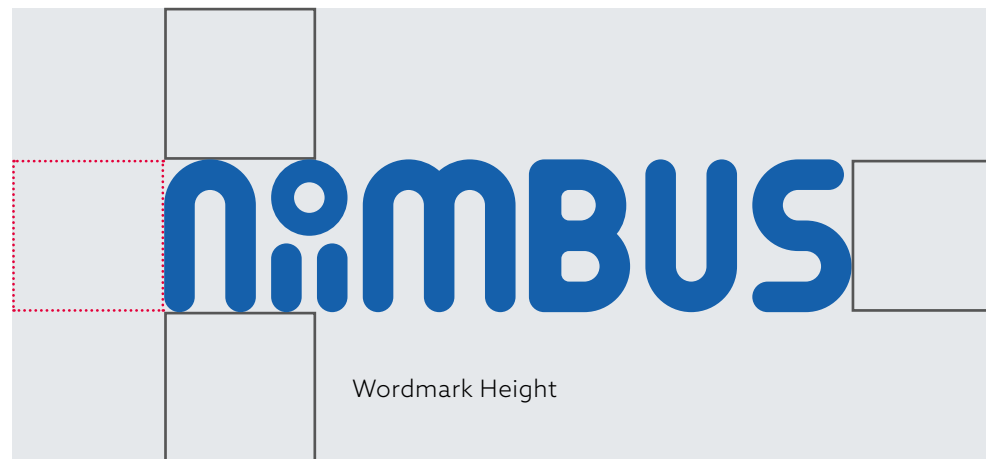
The individual files in the logo folder are sorted by file format:

- eps:** For printing and use in professional layout software
- png:** For viewing or use on the web
- jpg:** For viewing or use on the web and in MS Office
- svg:** For use on the web

File naming conventions

The files of each logo variant are named with descriptive abbreviations:

- NII:** Short for the Niimbus product brand
- Logo:** Full logo / wordmark
- 4c:** 4-color (Cyan, Magenta, Yellow, Black) file for printing
- 1c:** 1-color (single-color variant) file for printing
- RGB:** Red, Green, Blue (RGB color model) file for screen usage



Logo placement on backgrounds

The logo should preferably be placed on light, calm backgrounds. Placing it on colored backgrounds is possible, but sufficient contrast must be ensured. On dark backgrounds, the white version must be used.

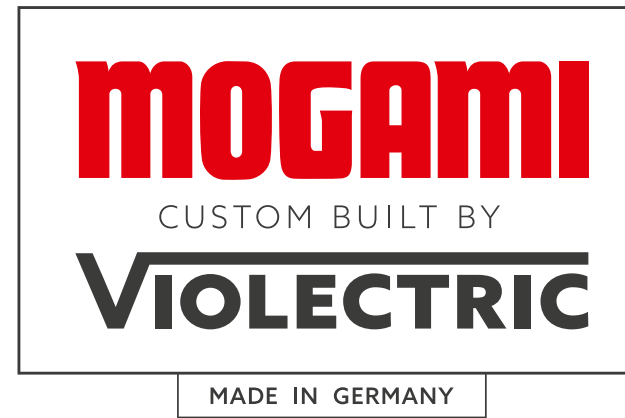
Logo protection area

To ensure the logo has its full impact, it must be surrounded by a protection area. Within this protection area, no design elements, images, or other logos may be placed. The protection area is the height of the image mark all around.

#03.5

MO
BYAK

KEEP GAMING PEOPLE



THE LOGO

The Mogami brand has its own independent design guidelines.

The following describes the handling of the brand logo within the Lake People audio world.

Construction and use of the logo

The cooperation logo of the brands Mogami and Lake People or Vioelectric combines the respective brand logos. The description "CUSTOM BUILT BY" connects them, and they are visually held together by a frame. Whenever space and size allow, this is further complemented by a frame with the tagline "MADE IN GERMANY."

Only the pre-made logo variants with 100% opacity and without distortion may be used.

File formats for usage

The individual files in the logo folder are sorted by file format:

- eps:** For printing and use in professional layout software
- png:** For viewing or use on the web
- jpg:** For viewing or use on the web and in MS Office
- svg:** For use on the web

File naming conventions

The files of each logo variant are named with descriptive abbreviations:

- MOG:** Short for the Mogami product brand
- VIO:** Short for the Vioelectric product brand
- LP:** Short for the Lake People product brand

Logo: Full logo/wordmark
+TL with Tagline "MADE IN GERMANY"

4c: 4-color (Cyan, Magenta, Yellow, Black)
file for printing

1c: 1-color (single-color variant)
file for printing

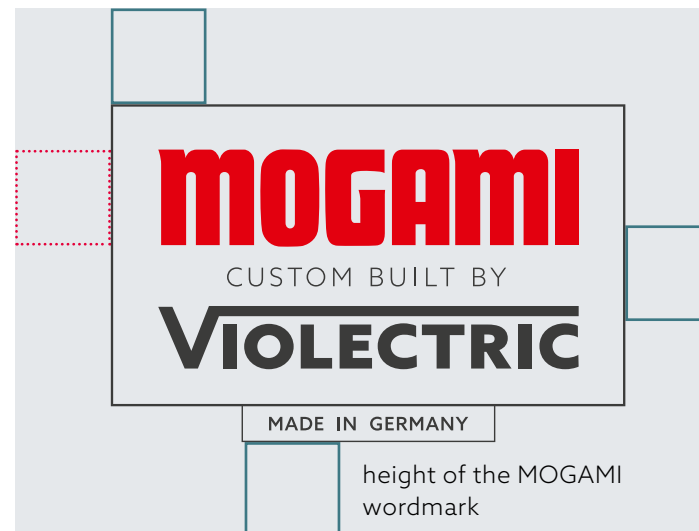
RGB: Red, Green, Blue (RGB color model)
file for screen usage

Placement of the logo on backgrounds

The logo should preferably be placed on light, neutral backgrounds. It can also be placed on colored backgrounds, but sufficient contrast must be ensured. On dark backgrounds, the white or silver variant must be used.

Logo protection area

To ensure the logo has its full impact, it must be surrounded by a protection area. Within this protection area, no design elements, images, or other logos may be placed.



#04

CON

WTAAC

STAGE



LAKE PEOPLE AND VIOLECTRIC LIVE

Lake People is an integral part of global audio culture and regularly demonstrates its commitment to quality and innovation in the high-end audio industry at internationally renowned trade fairs. These include:

IBC Amsterdam, NL: Leading trade fair for broadcast and media production

IBC is the leading trade fair for broadcast and media production, where the latest technologies and solutions for the media and entertainment industry are showcased. Lake People has been represented here for many years to present its pro-audio head-phone amplifiers and monitor solutions specifically for sound engineers and broadcast professionals.

HIGH END Munich, Germany:

Trade fair for high-end audio and HiFi products

The HIGH END Munich is one of the most significant trade fairs for high-quality audio and HiFi products, where the latest developments and innovations for audiophiles and industry visitors are presented. Lake People has been represented at this fair for years to showcase its audio solutions to a highly demanding audience and emphasize the high quality of "Made in Germany."

NAMM Show Anaheim, USA:

Meeting point for music and audio technology

The NAMM Show in Anaheim is one of the most important meeting points for music and audio technology, where the latest products and solutions for musicians and sound engineers are presented. Lake People has been represented there for years to captivate musicians and professionals with Vioelectric and innovative audio technologies.

New York & Los Angeles, USA:

Hotspot for headphones and portable audio technology

Events like CanJam in New York and Los Angeles are leading gatherings for HiFi enthusiasts, audiophiles, and tech lovers. Lake People has been participating for years to present and demonstrate its amplifiers and DACs on-site.

World of Headphones Essen, Germany:

stage for headphone lovers

The World of Headphones in Essen is a specialized fair for headphone lovers and audiophiles who want to discover and test new products. Lake People regularly exhibits here.

OUR SHOWROOM

Visit us in our showroom in Gauting, near Munich.

Here, you can test and compare all of our products live – a unique opportunity to directly experience the outstanding quality and performance of our audio solutions.



LAKE PEOPLE

 lake-people.de

 lpa.gmbh

 lake_people_electronic

 lake-people-audio-gmbh

 lakepeople-official

VIOLECTRIC

 violectric.de

 violectric

 violectric_audio

 violectric

 violectric-official

OUR WEBSHOP

Your access to high-end audio

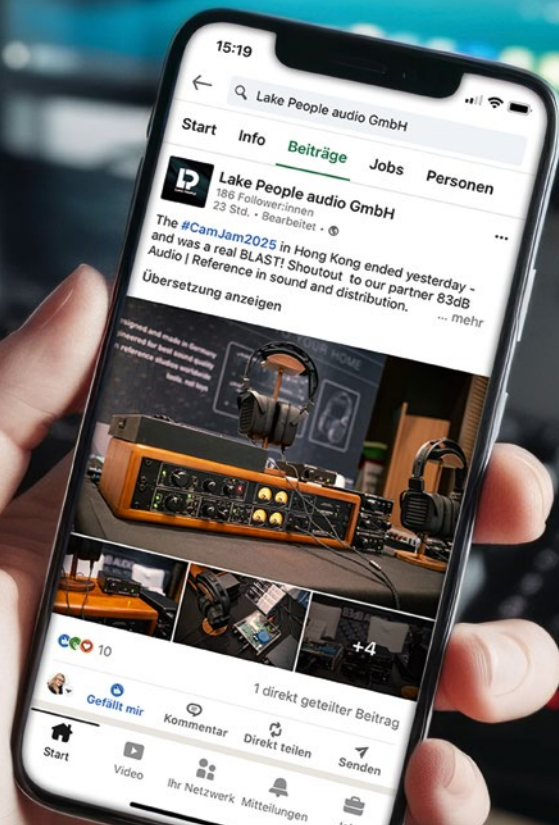
In the Lake People webshop, audiophiles and professionals can access our high-quality products. User-friendliness, modern design, and comprehensive product information ensure an optimal shopping experience.

SOCIAL MEDIA

Networking and inspiration

On LinkedIn, we keep our partners and customers up-to-date with news and developments. Our Facebook and Instagram profiles offer an overview of our products, events, and behind-the-scenes insights into our workshop.

Our YouTube channel features informative product presentations and stories behind the scenes. Here, we share our knowledge and passion for audio to inspire and inform.



DIGITAL

ADDRESSES

ADDRESS & SHOWROOM

Lake People audio GmbH

Münchener Str. 21
82131 Gauting, Germany

Tel.: +49 (0)89 97 880 380
gmbh@lake-people.de
www.lake-people.de

Managing Director: Christof Mallmann
Chairman of the Advisory Board: Fried Reim

MARKETING

Klaus-Peter Rusche
Tel.: +49 (0)89 97 880 38-27
klaus.rusche@lake-people.de

PRESS CONTACT & PR

Frank Mischkowski, rtfm GmbH
Tel.: +49 (0)911 310910-0
frank.mischkowski@rtfm-pr.de





Lake People audio GmbH

Münchener Str. 21
82131 Gauting, Germany

Tel.: +49 (0)89 97 880 380
gmbh@lake-people.de

www.lake-people.de